From:	Ocasio, Billy
To:	Shaw, Barbara
Subject:	FW: Neighborhood Recovery Initiative (Hip Hop Icon "Snoop" Expands League to Chicago to Combat Violence)
Date:	Friday, March 18, 2011 1:02:00 PM

Any thoughts on this?

Billy Ocasio
Office of Governor Pat Quinn
Senior Advisor
100 W Randolph St
Suite 16-100
Chicago, IL 60601
Tel-312-814-5514
billy.ocasio@illinois.gov

From: SnoopYFL Chicago [mailto:syflchicago@gmail.com]
Sent: Thursday, March 17, 2011 12:15 PM
To: Ocasio, Billy
Subject: Neighborhood Recovery Initiative (Hip Hop Icon "Snoop" Expands League to Chicago to Combat Violence)

Good Morning Mr. Ocasio,
(PLEASE EXCUSE THE LENGTH OF THIS EMAIL)

It's LaTonja--we worked together years ago with Jose Lopez and the Puerto Rican Cultural Center, etc. It was great seeing you again a couple of months ago during the Mayoral Race.

Congratulations on your new appointment with Governor Pat Quinn! Recently, I was made aware of the program The Governor's Office is spearheading to help combat youth violence in the city of Chicago, called the Neighborhood Recovery Initiative, where some $31 million has been allocated for programs that help keep kids off the streets through mentoring, counseling, jobs, etc.

I'm interested in this initiative and scheduling a meeting with you, myself and my VP, Former Chicago Bear, Otis Wilson, to discuss how the state can assist us in our launch an athletic and academic program for kids ages 7-14 throughout the city.

We were instrumental in mentoring one of the teens involved in fight that killed Derrion Albert. Getting him back in school after being expelled. He graduated from High School last July. My work with him was featured on Fox News.

http://www.myfoxchicago.com/dpp/news/metro/street-fight-survivor-turns-life-around-20100730

I've worked for the last seven hear in Hip Hop Philanthropy--where I've used the influence of this culture (and some of its biggest names) as a catalyst for social change. I launched the first hip hop national financial literacy tour with hip hop mogul Russell Simmons, Grammy

Award Winner T.I.'s anti-gun initiative in NY and Houston, and the arts education program, "Loop Dreams" with The Kanye West Foundation and many more.

But, in January of 2009, I ran across the story below in the Wall Street Journal: about hip hop icon's Snoop Dogg's Youth Football League and the success he's had in curving violence in South Central L.A. The number of kids he had going off the college last fall, and his league being accredited for taking Crenshaw High School to Top Ten in the State's Division.

http://online.wsj.com/article/SB10001424052748704240504574586153027145052.html

I reached for Snoop's management, arranged for the young man I was mentoring from the Derrion Albert fight to intern with Snoop for a day during his 2010 Spring Tour, and then arranged a meeting with Snoop after the concert. After Snoop viewed the video of the Derrion Albert fight, I asked him if he would be willing to bring his league to Chicago to offer an alternative to the streets. He immediately said yes.
On July 22, 2010 in association with Windows of Opportunity (CHA non profit) we hosted the Snoop Youth Football League Clinic for 200 kids of CHA and a back to school bash for 600 kids.

Please see the link below:

http://www.nbcchicago.com/news/local/Snoop-Dogg-Starts--99103459.html

Since, July I've assembled SYFL Chicago with an Executive Board that includes former Chicago Bear Otis Wilson as Vice President, and current player Rashied Davis. We held a press conference two weeks ago--announcing our board and 4 SYFL Chicago Chapters (please see the link below) we plan to open the season August 1, 2011 with 8 Chapters total serving the West Side, North Side (Humboldt Park. Pilsen. Little Village), Southside Seahawks (Roseland. Blue Island), Englewood, and two chapters directly from Altgeld Gardens and Cabrini Green. This summer we plan to service nearly 3,000 youth ages 7-14.

http://abclocal.go.com/wls/story?section=news/local&id=7996827

http://allhiphop.com/stories/news/archive/2011/03/07/22599347.aspx

Mayor Daley's office sent us a letter expressing support of our efforts back in September. But, we need the assistance of everyone from the grassroots level to City Hall to the State Capital.
The Snoop Youth Football League includes three programs: Football, Cheer, and Scholastics. Through our partnership with the Otis Wilson Foundation, we will include Health & Fitness conditioning camps, etc. I believe we can affect change on a massive level through the Neighborhood Recovery Initiative.

Please let me know if we can schedule a meeting within the next couple of weeks. Mr. Wilson and I are available and eager to meet.
Looking forward to hearing form you soon.

Warm Regards,
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Tonja Styles| President | **SYFL Chicago** | 875 North Michigan Avenue | **John Hancock Center Suite 3100** | Chicago, IL 60611 | www.snoopyfl.net| **P. 312.437.6983**

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